

THE GRAPES MARKET IN ROMANIA AND INTERNATIONALLY

PIAȚA STRUGURILOR ÎN ROMÂNIA ȘI PE PLAN INTERNAȚIONAL

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Abstract. *Research has sought to determine position relative to Romanian viticulture worldwide. Thus, it was done to determine the volume and the evolution of supply and demand of grapes and grape international trade. In the period 2000-2007 demand for grapes was 122.2 thousand t, the supply of 1.0117 thousands t, imports had a volume of 10,300 t and exports 790 t.*

Key words: demand for grapes, grape supply, international trade

Rezumat. *Cercetările au urmărit determinarea poziției viticulturii românești în raport cu viticultura pe plan internațional. Astfel, s-a procedat la determinarea volumului și a evoluției cererii și ofertei de struguri cât și a comerțului internațional cu struguri. În perioada 2000-2007 cererea de struguri a fost de 122,2 mii t, oferta de 1011,7 mii t, importurile au avut un volum de 10300 t iar exporturile 790 t.*

Cuvinte cheie: cererea de struguri, oferta de struguri, comerțul internațional

INTRODUCTION

Market analysis is the starting point, that the foundation of future decisions. This includes consumption analysis, supply analysis, price analysis, competitive analysis, trend analysis and change of company macroenvironment and microenvironment (Ștefan, 2007).

Wine production is an important area of activity for the Romanian economy given the importance of food, industrial, agro-technical, environmental, exports as a source of profit (Pânzaru, 2009).

MATERIAL AND METHOD

Quantifying the level of development of viticulture was based on statistical interpretation processes using statistical information available in the FAOSTAT database (www.faostat.org).

The interpretation of economic statistics and mathematical models are essential in addressing the particularity of specific farm management.

Statistical indicators used were: the application of grapes, grape individual consumption, the supply of grapes, grape import volume, export volume of grapes, grape import value, export value of grapes, grape prices.

RESULTS AND DISCUSSIONS

Analysis of the data presented in table 1 shows the worldwide demand 21,754,900 tons grapes on a series of six years - last year for which data are available in the database studied.

On the European continent grape request was 5.1826 million tons and the European Union request 3538.0 thousand tons of grapes in Romania amounts to 122 200 t, representing 3.5% of the demand of the European Union, 2 4% of the asking at the continental level and 0.6% of world demand.

Table 1

Grape Demand in 2000-2005 (thousand tons)

Area	Year						Average 2000- 2005
	2000	2001	2002	2003	2004	2005	
World	21357,4	19887,0	21603,0	21896,8	21779,3	24006,1	21754,9
Europe	5651,9	4993,2	5056,7	5248,7	4792,6	5352,7	5182,6
UE	3887,5	3430,7	3589,0	3459,9	3142,4	3718,3	3538,0
Romania	145,7	108,3	127,2	115,0	126,9	110,0	122,2

SOURCE: FAOSTAT – 2010

Evolution of grape demand is expressed through a worldwide annual growth of 2.1%, a reduction of 0.6% Europe, 0.3% and 3.5% in the European Union in Romania.

Knowledge level and future demand for grape to evolving population is needed to determine the level of individual consul presented in table grapes. 2. Across the globe, the average individual consumption in the period under review was 3.5 kg / person / year with a variance of 13.8% and on this continent has a value of 7.1 kg / person / year, with a range of 16.9 %.

Table 2

Individual consumption of grapes in 2000-2005 (kg / person / year)

Area	Year						Average 2000- 2005
	2000	2001	2002	2003	2004	2005	
World	3,5	3,3	3,5	3,5	3,4	3,7	3,5
Europe	7,8	6,9	6,9	7,2	6,6	7,3	7,1
UE	10,3	9,1	9,4	9,0	8,2	9,6	9,3
Romania	6,6	4,9	5,8	5,3	5,8	5,1	5,6

SOURCE: FAOSTAT – 2010

Personal consumption in the European Union amounted to 9.3 kg grapes per person per year, while in Romania to 9.3% with a range of 23.1% and 29.9% respectively.

This indicator has seen a significant reduction in the period under review particularly in Romania where there was a reduction of 3.1% during the reported period.

Also, the European Union and the continent has been a decrease of individual consumption by 0.7% although it increased worldwide by 1.1%.

Grape Imports during 2000-2007 was, according to the tab. 3, 2.952 million tons worldwide grape, this continent has averaged 1.706 million t and in the European Union of 1367 thousand tons, with a range of 3.9%, 47.7% and 30.2% respectively. In Romania the average quantity of grapes imported was 10.000 t with a variance of 157.5%.

Table 3

Oferta de struguri în perioada 2000-2007 (mii t)

Area	Year							
	2000	2001	2002	2003	2004	2005	2006	2007
World	64790	61356	61884	63784	67565	67195	67341	65971
Europe	32576	30189	28657	30119	32437	29032	29386	27443
UE	29950	27947	26337	27363	29887	26799	27303	25096
Romania	1295	1122	1077	1078	1230	506	912	873

SOURCE: FAOSTAT – 2010

Offer global grape presented in table 4 shows a multi-annual average of 64,985,800 tons and 29,979,900 in the European multi-annual variations of t with 9.6% and 17.1%. The European Union has been an annual supply of 27,585,200 tons with multi-variation of 17.6%. Romania has made this year reaching 3.7% of annual average level of 1.0117 million tons in global supply Reported Romanian and European grape supply was 1.6% and 3.4% respectively. Romania's total supply variability was 78.0% higher due to varying surfaces and production environments.

Table 4

Grape Imports during 2000-2007 (thousand tons)

Area	Year								Average 2000- 2007
	2000	2001	2002	2003	2004	2005	2006	2007	
World	2612	2545	2582	2804	2941	3224	3364	3546	2952
Europe	1398	1443	1358	1565	1724	1930	2059	2171	1706
UE	1238	1246	1167	1308	1353	1482	1560	1580	1367
Romania	4	5	3	4	9	18	19	19	10

SOURCE: FAOSTAT – 2010

This indicator has registered an annual growth worldwide of 4.0%, 5.8% Europe, the European Union at 5.8% and 30.2% in Romania.

Imports of grapes worldwide has averaged 4026 million \$, in 2277 million \$ on the continent, the European Union in Romania and 1969 million \$ approx. 5

million \$ with a range of 76.2%, 101.4%, 90.4% and 397.3% respectively. The amount represents about grapes imported from Romania. 0.2% of European imports and approx. 0.1% of global imports.

Table 5

Import value of grapes in the period 2000-2007 (million \$)

Area	Year								Average 2000- 2007
	2000	2001	2002	2003	2004	2005	2006	2007	
World	2851	2905	3067	3684	4077	4619	5085	5920	4026
Europe	1386	1495	1578	2037	2299	2667	3062	3694	2277
UE	1251	1361	1435	1838	2012	2290	2535	3030	1969
Romania	1	1	1	1	2	5	7	19	4,7

SOURCE: FAOSTAT – 2010

Evolution of grape import value is expressed as an annual global growth of 9.8%, 13.4% from Europe, 12.0% and 63.3% in the European Union in Romania.

Analysis of the data presented in table. 6 shows a global quantity exported 3.229 million tons of grapes on the European continent to export was 1.039 million t and in the European Union exported 1.005 million tons of grapes in Romania amounts to approx. 1000 t, representing 0.1% of EU exports.

This indicator showed an annual increase of 46.4% worldwide, in Europe of 0.9%, a reduction of 0.1% in the European Union and in Romania registered 559.9% due to large variations from one year to another.

Table 6

Grape exports during 2000-2007 (thousand tons)

Area	Year								Average 2000- 2007
	2000	2001	2002	2003	2004	2005	2006	2007	
World	2813	2747	2714	3121	3064	3506	3432	4431	3229
Europe	1058	1099	885	998	968	1170	1060	1073	1039
UE	1047	1091	873	969	937	1120	1012	988	1005
Romania	0	0	1	1	3	0	0	1	1

SOURCE: FAOSTAT - 2010

Grape export value during 2000-2007 was, according to the tab. 7, worldwide grape 3515 million \$ of the continent it has averaged 1298 million \$ and the European Union 1,289 million \$ with a range of 97.4%, 74.4% and 72.8% respectively. In Romania the average quantity imported grape was 0.4 million \$ with a variance of 391.4%.

Table 7

Valoarea exportului cu struguri în perioada 2000-2007 (mil \$)

Area	Year								Average 2000- 2007
	2000	2001	2002	2003	2004	2005	2006	2007	
World	2502	2493	2694	3135	3293	4111	3976	5916	3515
Europe	973	1019	908	1199	1237	1632	1542	1874	1298
UE	972	1018	906	1193	1230	1620	1529	1845	1289
Romania	0	0	0	0	1	0	0	1	0,4

SOURCE: FAOSTAT – 2010

Evolution of grape export value is expressed through a worldwide annual growth of 12.4%, 9.6% from Europe, 9.4% and 669.1% in the European Union in Romania.

The average price of grapes in the period 2000-2007 was, according to the tab. 8, worldwide 700.5\$ per tones of grapes, the continent he averaged 740.9\$ per tones and the European Union 765.9\$ per tones with a range of 49.1%, 71.4 % and 66.7% respectively. In Romania the average price of imported grapes was 531.4 \$ / t with a variance of 87.8%.

Table 8

The price of grapes in the period 2000-2007 (\$ / t)

Area	Year								Average 2000- 2007
	2000	2001	2002	2003	2004	2005	2006	2007	
World	585,1	579,6	573,5	683,1	726,8	751,5	786,6	917,6	700,5
Europe	510,3	532,3	604,4	760,1	797,7	823,1	859,8	1039	740,9
UE	538,0	556,7	655,1	812,4	818,0	828,7	869,5	1048	765,9
Romania	330,1	345,7	413,4	539,8	475,4	669,3	681,0	796,8	531,4

SOURCE: FAOSTAT - 2010 (calculated data)

Evolution of grape price is expressed through a worldwide annual growth of 6.0%, 9.6% in Europe, 9.1% and 12.8% in the European Union in Romania.

CONCLUSIONS

1. The average grape global demand was 21.755.000 tons, the offer of 65.971 million tons of grapes, the average value of imports was 4.026 \$ million and exports of 3.515 \$ million. The average price of grapes has registered a value of 700,5 \$/ t.

2. In Europe the average price of grapes has registered a value of 740.9\$ per tons, average grape demand was 5.183 million tons, the supply of 2.998 million tons of grapes, the average value of imports was 2.277 million \$, while exports of 12,988 million \$. The average price of grapes has registered a value of 740,9 \$ / t.

3. In the European Union average grape demand was 3.538 million tons, the offer of 27.585 million tons of grapes, the average value of imports was 1968 million \$ and exports 1,289 million \$. The average price of grapes has registered a value of 765.9 \$ / t.

4. In Romania the average price of grapes has registered a value of 531.4 \$/t, average grape demand was 122.200 tons, grape supply of 873 thousand tons, the average value of imports was 4.7 million \$ and exports of 0.4 million \$. The average price of grapes has registered a value of 531.4 \$ / t.

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